GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:3173
ANSWERED ON:19.03.2001
SCHEME FOR ATTRACTING AIR PASSENGER
ASHOK KUMAR PATEL;RASA SINGH RAWAT;SHEELA GAUTAM

Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether the share of National Airlines in air traffic has come down during the last three years;

(b) if so, the reasons therefor;

(c) whether there is any proposal to launch gift plan like `Fly Smile` scheme for attracting air passengers towards National Airlines as launched by Air Sahara and other private service operators;

(d) if so, the details thereof; and

(e) the time by which the said schemes are likely to be implemented?

Answer

THE MINISTER OF CIVIL AVIATION (SHRI SHARAD YADAV)

(a) and (b):- As per the available air market data for three years period upto 1999, the share of the national airlines (i.e. Air India, Indian Airlines and AI/IC Joint venture operations) in the passenger air market to/from India has increased marginally.

(c), (d) and (c):- Air India has a frequent flyer programme jointly with Indian Airlines. Additionally, in response to market trends, needs and competitors activities, suitable promotional plans are periodically designed and launched. At present Indian Airlines has no plan to launch gift scheme like Fly Smile for attracting air passengers.